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**Nottingham**

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# Improving engagement and student recruitment: building a clear identity and message

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emmaj70





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# Nottingham's journey

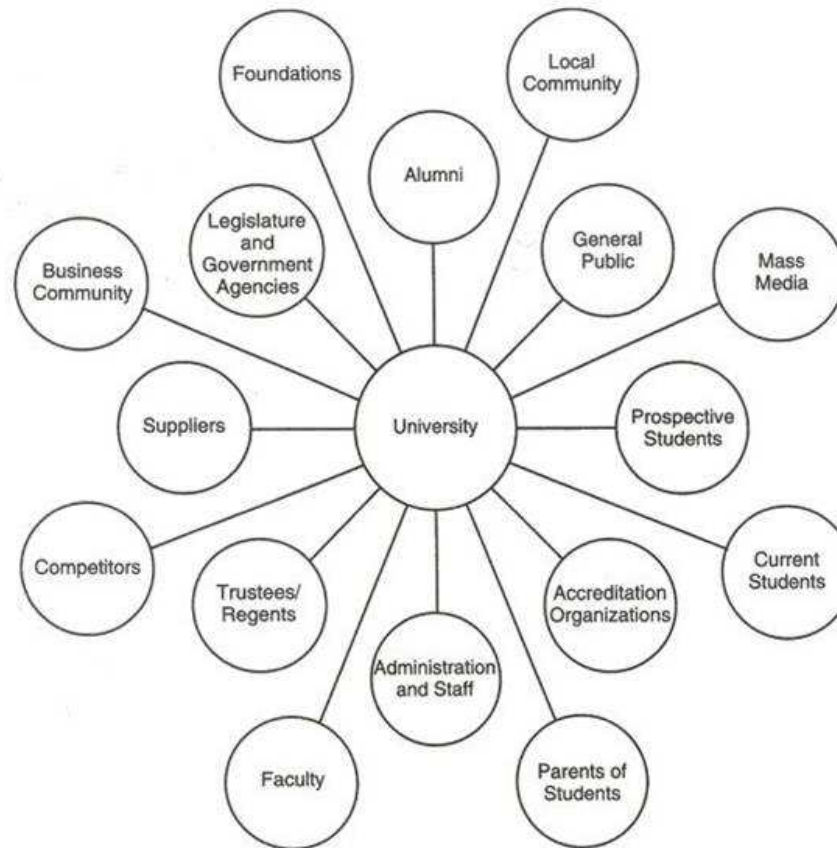




- **No underpinning strategy**
- **Lack of cohesion**
- **Weak brand identity**



# Mapping our stakeholders

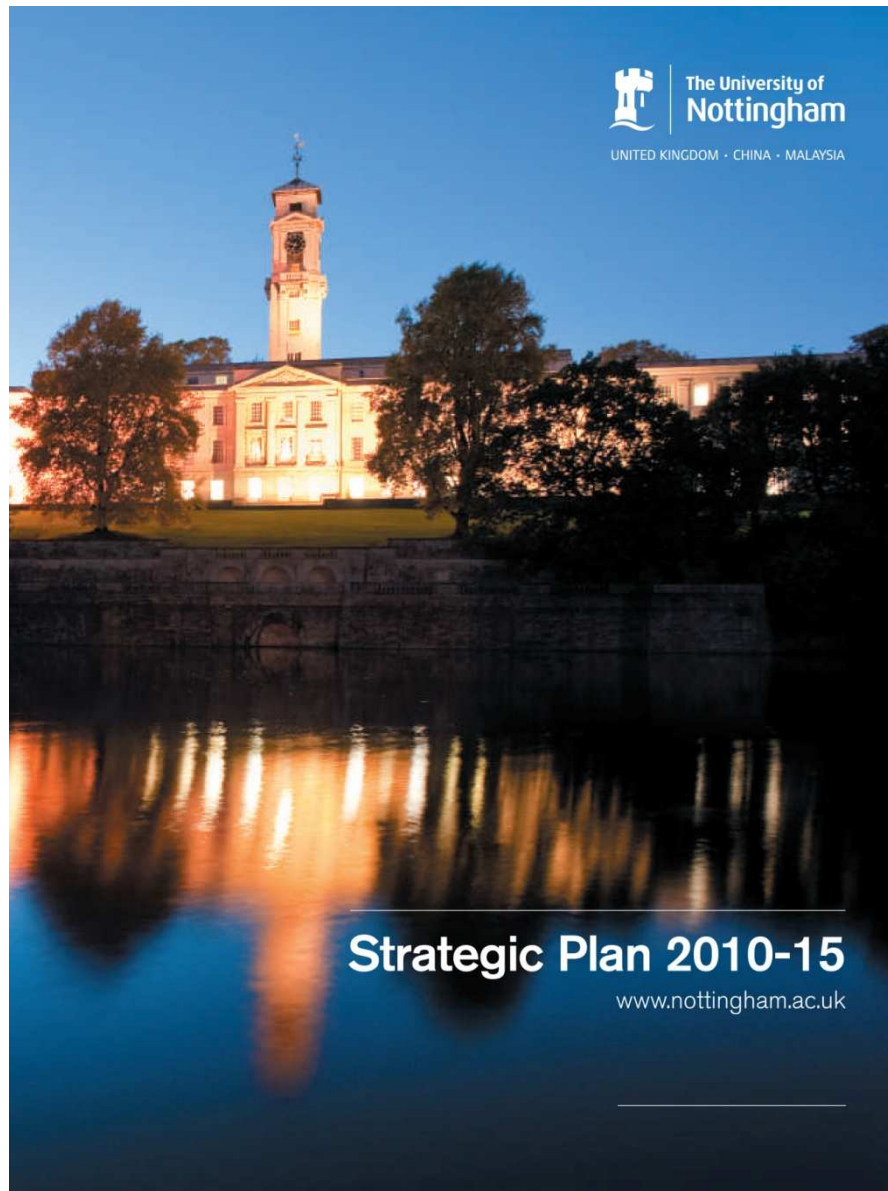


*Kotler and Fox (1985): The University and its Publics*



# Market Perception





## Strategic Themes

- **Integration**
- **Alignment**
- **Innovation**

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# Brand Guidelines



## Logo

The logotype is the most recognisable symbol of The University of Nottingham and is unique to us. As such, it's crucial we use it correctly and consistently across all applications.

Whenever the logotype is used there are specific guides to adhere to regarding its position, size and colour. These guides are explained further in this section.

The logo contains a strapline which incorporates the global reach of the University - UK, China and Malaysia.



# Logo





## Typography

### Primary font

Berthold Akzidenz Grotesk is the primary font and is used for both headline and body copy.

Akzidenz Grotesk was the first widely used sans serif typeface developed in the late 19th century. It's the original cut of Helvetica so it has the advantages of being both rooted in heritage whilst at the same time having a very contemporary feel. It is also most importantly highly legible and comes in a range of weights making it very flexible.

The default typeface for presentations (e.g. Powerpoint) and online (e.g. web pages) is Verdana.

Berthold  
Akzidenz  
Grotesk

**Typeface**

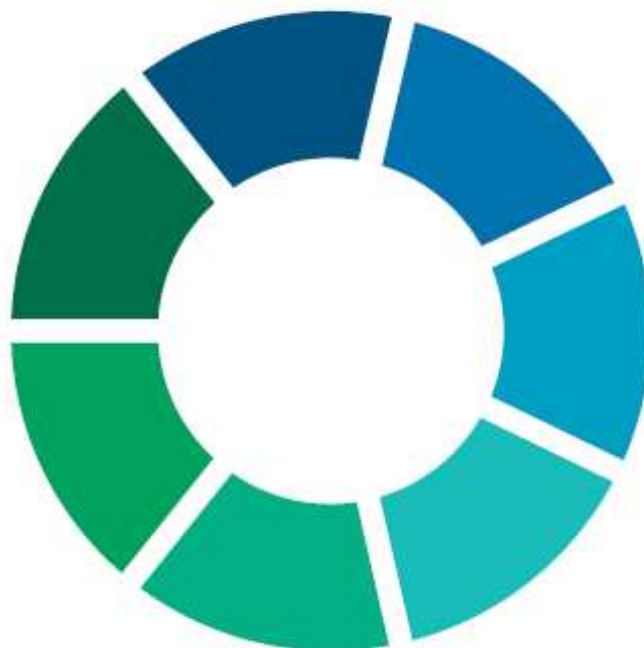
ae

## Colour

The University of Nottingham colour palette is made up of two divisions, corporate and faculty colours. These colours will be used in all communications for the University.

Each Faculty has its own colour scheme for use within prospectuses, online and Faculty-specific publications. However, the colours are also available for use in all corporate publications that are not based around the Faculty structure. There are also colours for foundation year use.

# Colour



Corporate colours



Faculty and foundation colours



## Grid structure

The University of Nottingham uses a 12 column grid structure (A). This offers a consistent and flexible feel to printed material.

There is a secondary grid structure which retains the 12 columns but also uses a 'flexible central zone' (B). This zone can be used when integrating a transparent band into covers of A4 documents, such as Annual Reports and Faculty brochures.

This flexible central zone is only applied to covers and does not apply to the inner pages of documents.

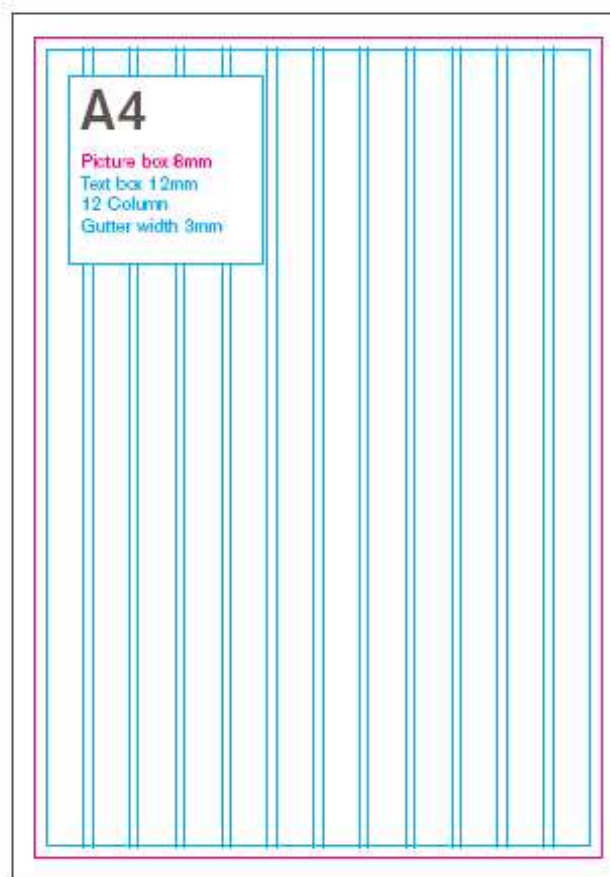
The grids are available in both InDesign and Quark and are available for download from Workspace.

To access these, visit  
<http://workspace.nottingham.ac.uk> and log in with your usual University username and password.

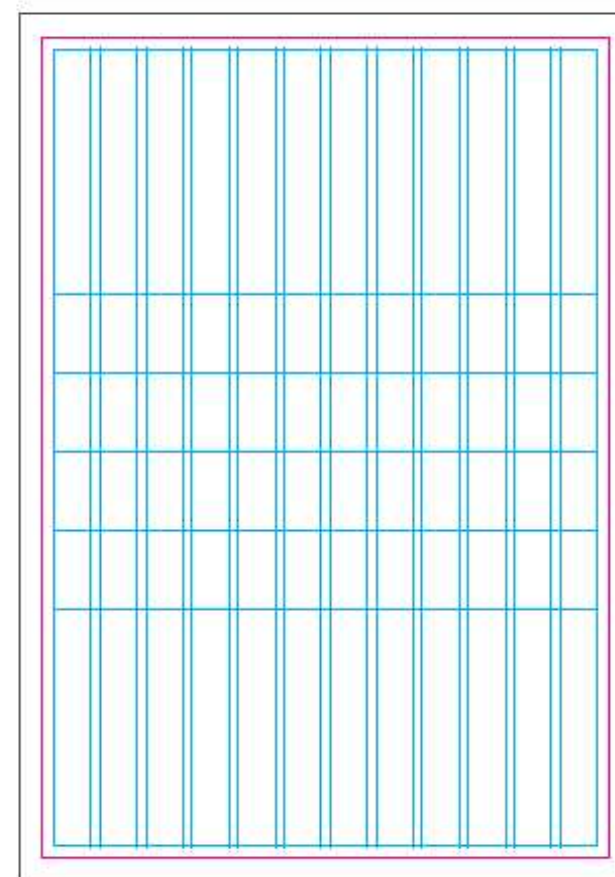
Once inside the site, click on Communications and Marketing in the left-hand list and then the Templates and logos tab.

There you will find templates created in InDesign and Quark, and pdf visual examples of each item to help you.

## Standard sizes



A - General guide structure



B - Cover with flexible central zone

# Grids



# Workspace

The screenshot shows the 'Workspace Home' page in a Windows Internet Explorer browser. The address bar displays 'http://workspace.nottingham.ac.uk/dashboard.action'. The page header includes the 'Intranet : Workspace' title and the University of Nottingham logo. Below the header, the user 'Lisa Gilligan-Lee' is logged in. The main content area is divided into three sections: 'Choose a space', 'Getting started', and 'Request a space'. The 'Choose a space' section features a list of spaces with icons and star ratings, including 'About Workspace', 'Biology', 'Biology student projects', 'BMS DNA Sequencing Facility', 'Car Parking Charges', 'CC - Streaming Media', 'Centre for Advanced Studies', 'Centre for Career Development - Students', 'Communications and Marketing', 'Corporate Partnerships', 'Cultural Spaces of Climate Network', 'Disability Support', 'ECDL Training', 'Environmental Strategy', 'Equality and Diversity Information', 'Finance', 'G54PRG', and 'Health and Safety Data Management System'. The 'Getting started' section provides hints and tips. The 'Request a space' section explains how to request a space for a team or project. The 'Recently Updated' section lists recent updates, including 'Computer Science PGT LCF' and various PDF files. The 'Favourite Pages' section indicates that there are currently no pages on the user's favourites list. The browser's taskbar at the bottom shows the start button and several open applications, including Microsoft Word and Internet Explorer.

Workspace Home - Windows Internet Explorer

http://workspace.nottingham.ac.uk/dashboard.action

File Edit View Favorites Tools Help

Links Customize Links Intranet Portal IT Service Status Workspace Free Hotmail Home Windows

Workspace Home

Intranet : Workspace

Workspace Home

Browse Lisa Gilligan-Lee

Choose a space

Choose a space from the list below.  
Click on the star to add a space to your favourites list.

Spaces: Favourite Team Global

- About Workspace
- Biology  
Old Biology workspace. To be reallocated.
- Biology student projects  
Information for Yr3 project students in Biology
- BMS DNA Sequencing Facility
- Car Parking Charges
- CC - Streaming Media
- Centre for Advanced Studies
- Centre for Career Development - Students
- Communications and Marketing
- Corporate Partnerships
- Cultural Spaces of Climate Network
- Disability Support
- ECDL Training
- Environmental Strategy
- Equality and Diversity Information
- Finance
- G54PRG
- Health and Safety Data Management System

Getting started

Hints and tips to make the most of this collaborative platform. More →

Request a space

If you are a member of staff you can request a space for your team or project. More →

Recently Updated

- Computer Science PGT LCF by Wendy Eberlin (33 minutes ago)
- pgtssfcmins270510.pdf by Wendy Eberlin (35 minutes ago)
- pgtssfcmins281009.pdf by Wendy Eberlin (36 minutes ago)
- pgtssfcmins080609.pdf by Wendy Eberlin (36 minutes ago)
- pgtssfcmins040309.pdf by Wendy Eberlin (36 minutes ago)
- pgtssfcmins071209.pdf by Wendy Eberlin (36 minutes ago)
- pgtssfcmins030210.pdf by Wendy Eberlin (36 minutes ago)
- pgtssfcmins291008.pdf by Wendy Eberlin (37 minutes ago)
- Computer Science UG LCF by Wendy Eberlin (38 minutes ago)
- Events and Opportunities by Jonathan Hall (43 minutes ago)

Favourite Pages

There are currently no pages on your favourites list.

To add pages to this list

- Click on **Tools** (on the top right of the page you're viewing)
- Select **Watch** from the menu

Waiting for http://workspace.nottingham.ac.uk/dashboard.action...

Local intranet 100%

start 2 Microsoft ... Welcome : Th... Workspace Ho... 3 Microsoft ... Untitled-1 @ 6... www.nottingh... EN 11:41



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# Photography



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**Real people, real places, real stories**



## Tone of Voice

Our tone of voice should reflect our brand proposition.  
This means our writing should be:

# Tone of voice

### Authentic

Although our materials should never be 'plain' they should use plain English and feel authentic.

### Relevant

Our stories should be rooted in and engage with our different audiences.

### Enthusiastic

We are expressing compelling new ideas and we are excited and enthusiastic about where we are and where we are going.

### Confident

We can express ourselves with authority on a wide range of subjects.

### Accessible

Our work should be expressed in a clear, journalistic style and avoid overly-complicated terminology.

### Pioneering

Our innovative approach in all that we do gives us the opportunity to be at the forefront of research-led teaching and learning.

### Intelligent

We have a wealth of research and critical thinking which underpins what we think and believe.

### Inspiring

We want people to want to be part of the University community.

### Global

Internationalisation is at the heart of this University. Our global reach is demonstrated in the uniqueness of our three international campuses.

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Web





# Global Food Security video



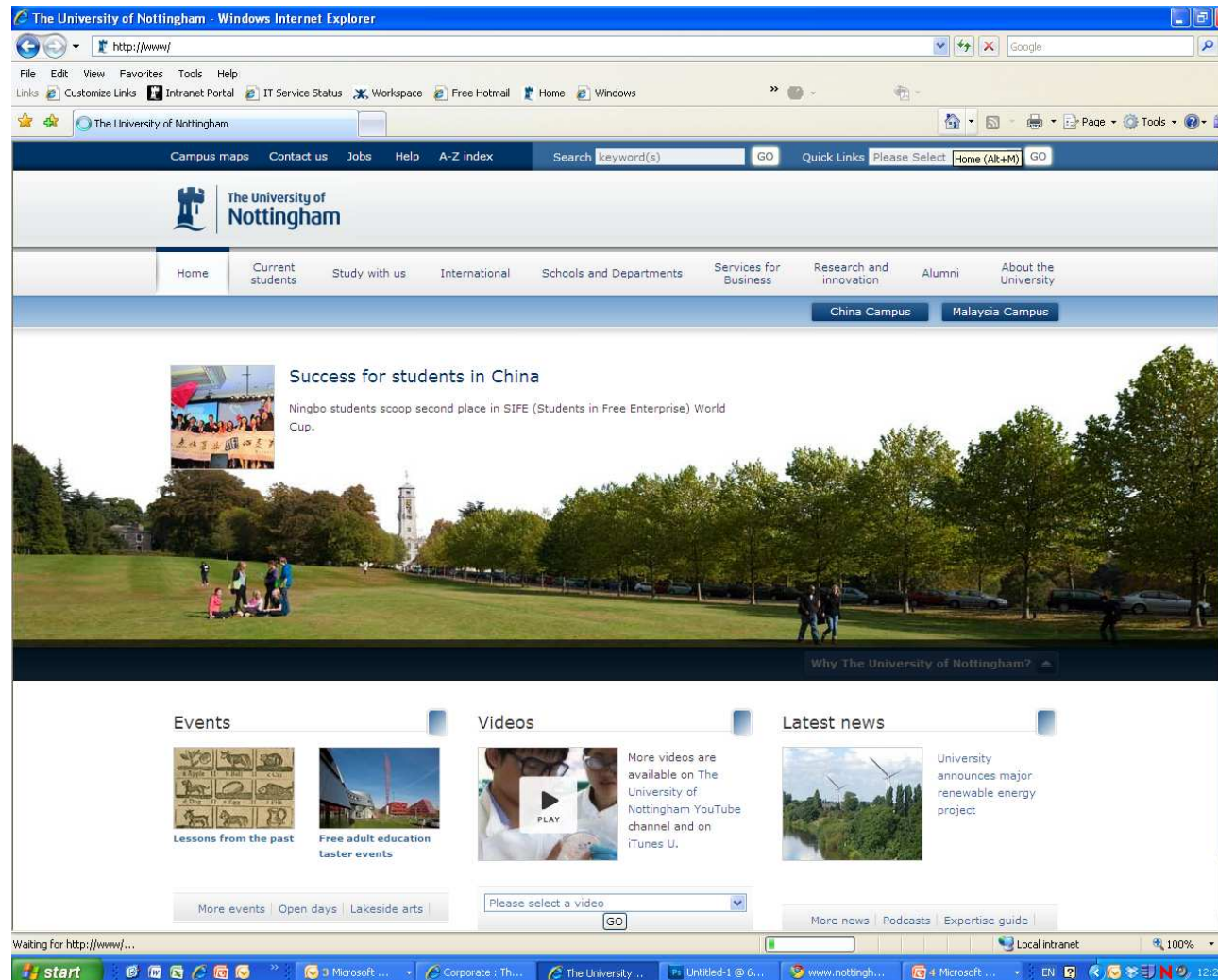
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# On and off-line alignment



# Strengthened Communications Strategy



THE WALL STREET  
JOURNAL

**TIMES**

FINANCIAL TIMES

THE  
INDEPENDENT

sky

**CHINADAILY**

**newstraitstimes**

**Telegraph**

**CNN**



**Bloomberg.com**

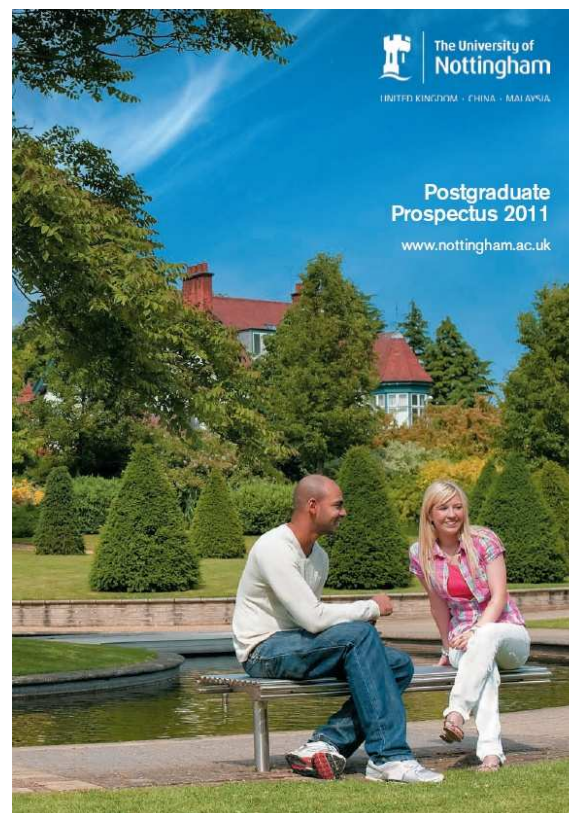


# New digital strategy



# Impactful materials

- Integrated, joined-up and maximised in terms of reach



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# Events Aligned with the strategy





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# Support, training and collaboration







# Brand advocates

China Daily, January 2013

PAGE 39 CHINA DAILY 中国日报 EUROPEAN WEEKLY DECEMBER 28, 2012-JANUARY 3, 2013

## Last word

### 'We have history of working with businesses'

WESTERN UNIVERSITIES' TRACK RECORD OF COMMERCIALIZING RESEARCH GIVES THEM A HEAD START, SAYS ACADEMIC

By CECILY LIU  
ceci.liu@china-daily.com.cn

**D**avid Greenaway, vice-chancellor of the University of Nottingham, says Western academics can play a crucial role in facilitating China's transformation to a knowledge economy.

The 60-year-old economics professor insists that China is now at the crossroads and only a new generation of critical and creative thinkers can help to sustain its spectacular growth rate.

"The moving toward a knowledge-based economy, China needs innovation. Behind innovation is education, critical thinking, creative skills and risk-taking," he says.

"The link with the academic sector is very important, because when a company develops new products which they feel confident are reliable and innovative, they need to do basic research, and the basic research tends to start at universities."

He says that Western universities' established history of commercializing academic research gives them a head start in China, where market-driven academic research is just beginning.

In 2006, the University of Nottingham established a campus in Ningbo, in East China's Zhejiang province, in collaboration with the Wanli education group, effectively creating the first Sino-British hybrid university.

Alongside its teaching commitments, the university has also helped dozens of Chinese businesses strengthen technology development.

"They are hungry to upgrade their technology. They are hungry to find better ways of organizing themselves, and develop new products – because in a competitive world, it's not just about new innovations, but how quickly you take these innovations to market," he says.

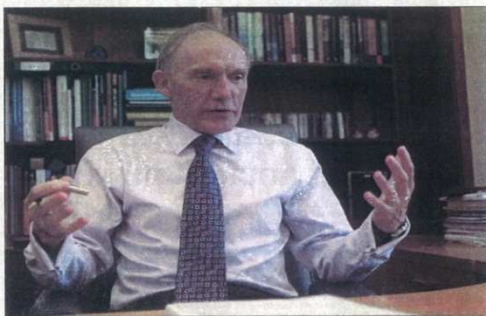
For example, China's AVIC Commercial Aircraft Engine Company is currently working with the university's researchers to find ways to improve its fuel efficiency and the environmental performance of its aircraft.

Another reason why Chinese companies work with the university is to expand into international markets, as the university's research team better understands Western industry standards and consumer taste, he says.

One such example is the Chinese food and beverage giant Hangzhou Wahaha Group, which the university is helping to develop new products for China's increasingly health-conscious and international consumers, as well as improving its quality-control processes through staff training.

Other Chinese businesses working in partnership with the university include the oil and gas giant PetroChina, Chang'an Automobile, animal feed producer New Hope Group and the railway manufacturer China South Locomotive and Rolling Stock Corporation Ltd, just to name a few.

"It is important for academic research to be shaped by the needs of businesses and industries. This con-



David Greenaway says it is important for academic research to be shaped by needs of businesses and industries.

nection can reform the way research is done."

Such a view is in the forefront of Britain's education sector, where historically, academic research outcomes are seen as the end rather than the means.

Greenaway says he has noticed Chinese universities working increasingly closely with businesses, and more and more high-tech parks are being built across the country but he believes the University of Nottingham has a distinctive advantage.

"Here in Nottingham we have a long history of working with businesses, including big companies like GlaxoSmithKline, Rolls Royce, Alliance Boots, AstraZeneca, and so on. So we have a lot of experience we can bring quite quickly into the context of what is still quite a young university in Ningbo."

"The research skills we develop in the UK are very transferable when delivered in China. Our leading researchers will go to Ningbo for a period, and if the infrastructure and equipment are already in place, they can get on quickly with their research, and help develop young researchers in Ningbo."

He points out that Western universities also help China's economy by cultivating young talents who champion individuality, leadership and creativity, as opposed to pure academic success.

"What may be a potential barrier is a fear of failure," he says on China's current young generation talent pool, after a question on "when should China expect its Bill Gates or Steve Jobs?"

"The sectors where Chinese companies are strong domestically are likely

"It's interesting he picked these two people because Bill Gates dropped out of college, and Steve Jobs failed the first time he sat (college exams), but went back again. They're in a culture where failure is not disgraceful, it's a way of learning, and if this particular idea doesn't work, well, we move to the next one. You need to take risks," he says.

Born and raised in Shetland, Scotland, Greenaway studied Economics at Liverpool Polytechnic and later the University of Liverpool. He subsequently held academic posts at Loughborough Polytechnic, the University of Buckingham and joined the University of Nottingham in 1997.

Alongside his academic career, he has also advised a number of public bodies and international agencies, including the World Bank, the Organization for Economic Cooperation and Development, the World Trade Organization and the United Nations.

As an economist who has spent a fair amount of time analysing developing economies, Greenaway says that he admires China's speed of growth.

"I've not seen a country as fast in developing as I've seen in China," he says.

He says he feels the world economic downturn is providing Chinese companies with good opportunities for international expansion.

"Growth is slow in the West, so Chinese companies can come and acquire Western companies. The key is finding the right environment where Chinese investment is welcome – and the UK is one."

The sectors where Chinese companies are strong domestically are likely

to be the same ones they succeed in internationally, he says. These include, in particular, energy technology, electronic engineering and food and drink.

Such a generalization holds true certainly in Europe, where IT companies like Huawei and ZTE are rapidly gaining market share. The year 2012 also witnessed China's Bright Food Group Co acquire control of British cereal maker Weetabix Ltd, gaining key technology and robust sales channels for its own products in Europe.

But Greenaway observes that the flip side of China's unprecedented pace of international expansion is the challenge it creates for institutions like the WTO to satisfy its needs, for example, on the issue of trade disputes.

"Protectionism is always a concern. We're going through a period where we're seeing more of it. That's disappointing. We know from history, it's not an effective policy," he says, making reference to the post-World War I 1930s economy when many countries tried, but failed, to protect domestic employment through protectionism.

One example of a recent trade dispute between China and the EU is over solar panels exported in September, the EU launched a probe into alleged dumping of solar panels by Chinese manufacturers.

But Chinese manufacturers refute the EU's claims, explaining that Chinese solar panels are cheaper than EU standards due to China's low labor costs. This led to the Chinese government filing a complaint with the WTO in November 2012.

"I think organizations like the WTO need to be very active and robust in dealing against unilateral decisions

## BIO DAVID GREENAWAY

Vice-chancellor, University of Nottingham

Date of birth: March 20, 1952

Education:

• Bachelor of Science in Economics, Liverpool Polytechnic, 1974

• Master of Commerce, University of Liverpool, 1975

• Honorary Fellowship, Liverpool John Moores University, 2002

Career:

• Lecturer in economics at Leicester Polytechnic, 1975-78

• Senior lecturer of economics at University of Buckingham, 1978-86

• Joined University of Nottingham as Head of the Department of Economics, 1987

• Pro-vice-chancellor, University of Nottingham, 1994-2003 and 2004-08

• Vice-chancellor, University of Nottingham, 2008

Books: The Catastrophist by Roman Barnett

Film: The Eastman series

Music: Nuth and the Whale, Elbow, Wild Beasts

Food: Chinese food in Malaysia

Hobbies: Cycling, watching and playing football

The Guardian, 16 January 2013

theguardian

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## International hub

From the Higher Education Network

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### Malaysian universities: 'Why wouldn't anyone want to come here?'

Malaysia's relaxed multicultural lifestyle and year-round sun are prime attractions for UK academics, says Christine Ennew the new provost of Nottingham University's Malaysia campus

Stephen Hoare

guardian.co.uk, Wednesday 16 January 2013 10.43 GMT



"Malaysia is very upbeat and its universities are expanding," says Christine Ennew. Photograph: Nottingham University.

Academic life has an added sparkle for the new provost of Nottingham University's Malaysia campus just outside the capital, Kuala Lumpur. Christine Ennew has been teaching in Malaysia on and off since 2000 when she and a handful of academic colleagues helped set up the

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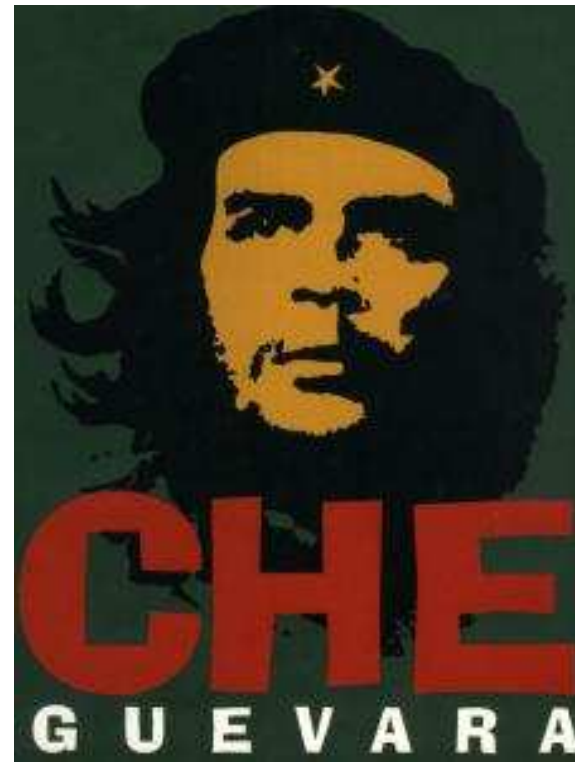
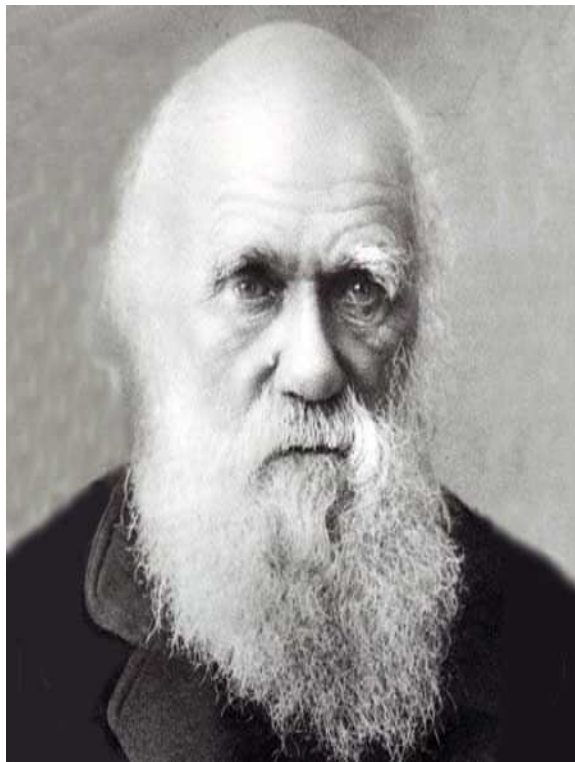
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# Brand advocates





# Evolution...not revolution





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# Thank you for listening.

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